

ABSTRACT

The invention is of a novel business method for presenting pre-recorded promotional presentations to customers at vehicle dealerships, ordinarily in connection with aftermarket products or services. The system plays one or more presentations to customers, based on selection criteria entered into an on-screen start menu. After the selected one or more presentations are viewed, a customer (or the sales staff member) is presented with purchasing decision menu. Upon conclusion of the presentation and indicated purchase decision, the software which manages the system records to a searchable database, for each viewing session, at least the particular presentations that were viewed, by whom they were shown, the customer to whom they were shown, the purchasing decision as to each product or service presented.